

# Data Protection Statement

## 1. General

Joico Laboratories Europe BV, hereinafter referred to as Joico Europe, respects the privacy of each person who visits the following websites:

<https://www.joicoeurope.com>  
<https://www.joicoprof.com/>  
<https://www.joicoeducation.com/en/>  
<https://www.joico-curl.com/>  
<https://www.joicostyler.com/>  
<https://www.joico-cowash.com/>  
<https://www.joico-lumishine.com/>  
<https://www.joico-lusterlock.com/>  
<https://www.joico-blondelife.com/>  
<https://www.joico-colorintensity.com/>  
<https://www.joico-colorparty.com/>  
<https://www.joicosummer.com/>  
<https://www.structurehair.com/>

Now we would like to inform you of the type of data collected by Joico Europe and how they are used. You will also learn how you can exercise your data subjects' rights.

Any changes to this Data Protection Statement will be published on this page. This enables you to inform yourself at any time about which data we are collecting and how we use such data.

This Data Protection Statement does not apply to websites accessible via hyperlinks on Joico Europe websites.

## 2. Collection, use and processing of personal data

Name of the responsible entity: Joico Laboratories Europe BV

Address of the responsible entity: Grasbeemd 4, 5705 DG Helmond, Netherlands

Joico Europe uses personal data primarily to provide this website to the users. Any further processing of the data only occurs on the basis of other statutory duties or permissions or if the respective user has consented towards Joico Europe. Joico Europe stores and processes data specifically for the following purposes:

When users visit the website, Joico Europe automatically collects and stores certain data. This includes: the IP address or device ID allocated to the respective end-device which we need for transmitting requested content (e.g. especially content, texts, images, and product information as well as data files provided for downloading, etc.), the activity of users in the context of the website, the type of respective end-device, the used type of browser as well as the date and time of use.

Joico Europe stores this information for a maximum of 7 days for the purpose of recognizing and pursuing misuse.

Joico Europe uses this information also for improvements to the service's presentation, features and functionalities as well as general administration tasks.

Aside from this, Joico Europe deletes or anonymizes the data on use, including the IP addresses, without undue delay as soon as they are no longer needed for the above-mentioned purposes.

The processing and use of the data is based on statutory provisions which justify those operations on the grounds that (1) the processing is necessary for the provision of the website; or (2) Joico Europe has an overriding legitimate interest in ensuring and enhancing the functionality and error-free operation of the website and that it is tailored to the users' needs.

## 3. Further Personal Data processing

### a) Consumer request table

You may have provided your contact data via our contact form. We will use your data for the purpose of replying to your request.

The processing and use of your data is based on statutory provisions which justify those operations on the grounds that the processing is necessary for processing your request.

If you have not given consent to a longer storage duration e.g. in the course of our customer relationship management we will store the data no longer than needed in order to fulfill the aforementioned purpose or as long as required in case any statutory retention obligation applies.

*b) Raffles*

You may have provided your contact data and your address while participating in a raffle which we offer from time to time on our website. We will use your data for the purpose of conducting the raffle.

We will not forward your data to any third party unless for the distribution of prizes or for conducting the raffle.

The processing and use of your data is based on statutory provisions which justify those operations on the grounds that the processing is necessary for conducting the raffle.

If you have not given consent to a longer storage duration e.g. in the course of our customer relationship management we will store the data no longer than needed in order to fulfill the aforementioned purpose or as long as required in case any statutory retention obligation applies.

*c) Product test*

You may have provided your contact data and your address while participating in product tests. We will use your data for the purpose of conducting the product test.

We will not forward your data to any third party unless for the purpose of conducting the product test.

The processing and use of your data is based on statutory provisions which justify those operations on the grounds that the processing is necessary for carrying out the product test.

If you have not given consent to a longer storage duration e.g. in the course of our customer relationship management we will store the data no longer than needed in order to fulfill the aforementioned purpose or as long as required in case any statutory retention obligation applies.

*d) Webinar*

You may have provided your contact data, e.g. your email address while participating in webinars. We will use your data for the purpose of providing the webinar.

We will not forward your data to any third party unless for the purpose of conducting the webinar.

The processing and use of your data is based on statutory provisions which justify those operations on the grounds that the processing is necessary for providing the webinar to you.

If you have not given consent to a longer storage duration e.g. in the course of our customer relationship management we will store the data no longer than needed in order to fulfill the aforementioned purpose or as long as required in case any statutory retention obligation applies.

*e) Surveys*

You may have provided your contact data, e.g. your email address while participating in a survey. We will use your data for the purpose of conducting the survey.

We will not forward your data to any third party unless for the purpose of conducting the survey.

The processing and use of your data is based on statutory provisions which justify those operations on the grounds that the processing is necessary for conducting the survey.

If you have not given consent to a longer storage duration e.g. in the course of our customer relationship management we will store the data no longer than needed in order to fulfill the aforementioned purpose or as long as required in case any statutory retention obligation applies.

**4. Consent / Withdrawal of Consent**

*a) Consumer/ Customer Relationship Management/ Online Communities*

You may have given consent that Joico Europe processes

- your contact data which you may have provided to Joico Europe,
- the content and circumstances of your electronic communication with Joico Europe such as contact forms or e-mail,
- your usage of Joico Europe websites,
- data on your participation in Joico Europe's online trainings,
- activities on Joico Europe's Social Media sites (in Blogs, Facebook Fan pages etc.)

in the framework of Joico Europe's customer/ consumer relationship management/ online community

for the purposes of

- advertising (by post, in browser, in app and as specified below if you provide an additional consent),
- rendering technical advice such as usage of products or technologies,
- market research, and
- providing online services such as eLearning, webinars
- communication in relation to events
- conducting surveys

To achieve the selected purposes Joico Europe may

- combine the above listed data with other data Joico Europe may have legally collected about you for instance from raffles or other website activities, and
- analyze the data in order to determine relevant advertising measures

In the course of this analysis Joico Europe applies an automated methodology that helps prioritize leads for sales. Contacts are categorized according to their online and off-line activities. Based on the category they are assigned to and the location they are the contacts are assigned to sales persons and receive different information on our products and services as well as advertising material.

You may have given consent that Joico Europe may forward your personal data to Mailchimp for the following purpose:

- matching and updating the contact addresses.

We will store the data only as long as the consent is valid or as long as required in case of any statutory retention obligations.

You may withdraw your consent with effect for the future at any time, for example by clicking the respective hyperlink provided in the confirmation e-mail. The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

#### *b) Electronic Mail Advertising*

You may further have declared your consent that Joico Europe may contact you regarding offers, products and services regarding products from Joico Europe's ranges via electronic mail (e-mail, sms, mms, instant message) and/or telephone.

We will use your data as set forth above under section 4 of this Data Protection Statement to provide you with respective advertising measures.

You may withdraw your consent with effect for the future at any time, for example by clicking the respective hyperlink provided either in the confirmation e-mail. The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

## 5. Cookies

## 6. Web Tracking

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). [For this purpose, a cookie is installed on your computer.](#) The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

We have activated the IP anonymization, this means Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA.

On behalf of the website provider Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. Google will not associate your IP address with any other data held by Google.

### Objection to data collection:

Besides changing your browser settings, you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en>

## 7. Your Data Subject Rights / Data Protection Officer

At any time, you may assert the right to access your data. Additionally, provided that the respective requirements are met, you may assert the following rights:

- Right to rectification
- Right to erasure
- Right to restriction of processing
- Right to lodge a complaint with the respectively competent data protection supervisory authority
- Right to data portability (as of May 25<sup>th</sup> 2018)

### Right to object

In case of processing activities involving your personal data that are carried out on basis of a legitimate interest of JOICO Europe, you have the right to object against such processing of your personal data at any time for reasons resulting from your specific situation. JOICO Europe will stop that processing unless JOICO Europe can prove important reasons for the processing which deserve protection which outweigh your interests, rights and freedoms or if the processing serves to assert, exercise or defend against legal claims.

In these cases, or if you have any other questions or wishes in connection with regard to your personal data, please send an e-mail or a letter to JOICO Europe BV, Grasbeemd 4, 5705 DG Helmond, Netherlands (E-Mail: [info@joicoeurope.com](mailto:info@joicoeurope.com)).

## 8. Use of Social Media Plug-ins

Plug-ins ("plug-ins") of different social media networks are embedded in our web pages. The associated services are provided by the respective companies ("providers"). These providers are:

Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). For an overview of the Facebook plug-ins and their appearance, go to: <https://developers.facebook.com/docs/plugins>

Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter"). For an overview of the Twitter buttons and their appearance, go to: <https://twitter.com/about/resources/buttons>

Google+ and YouTube are provided by Google Inc., 1600 Amphitheater Parkway, Mountainview, California 94043, USA ("Google"). For an overview of the Google+ plug-ins and their appearance, go to: <https://developers.google.com/+web/>; for the YouTube plugins, go to: <https://developers.google.com/youtube/subscribe/>

Instagram is provided by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA („Instagram“). For an overview of the Instagram plug-ins and their appearance, go to: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>

LinkedIn is provided by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA ("LinkedIn"). For an overview of the LinkedIn plug-ins and their appearance, go to: <https://developer.linkedin.com/plugins#>

To increase the protection afforded to your data when you visit our web pages, these plug-ins are implemented as "2-click buttons." This form of integration ensures that, when accessing a page from within our website containing such plug-ins, you are not automatically

connected to the providers' servers. Only if you activate the plug-ins and thereby permit for data transmission, the browser will create a direct link to the providers' servers. The content of the various plug-ins is then transmitted by the provider concerned directly to your browser and then displayed on your screen.

The plug-in tells the provider which of our website pages you have accessed. If, while viewing our website, you are logged into your user account with the respective provider, he is able to collate your interest, i.e. the information you are accessing, with your user account. On making use of any of the plug-in functions (e.g. clicking the "Like" button, leaving a comment), this information too will be transmitted by the browser directly to the provider for retention.

Further information on the collection and use of data by the providers and on the rights and possibilities available to you for protecting your privacy in these circumstances can be found in the providers' data protection/privacy policies:

Data protection/privacy policy issued by Facebook: <http://www.facebook.com/policy.php>

Data protection/privacy policy issued by Twitter: <https://twitter.com/Data Protection>

Data protection/privacy policy issued by Google: <https://www.google.com/intl/de/policies/Data Protection/>

Data protection/privacy policy issued by Instagram: <https://help.instagram.com/155833707900388/>

Data protection/privacy policy issued by LinkedIn: <https://www.linkedin.com/legal/Data Protection-policy>

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the **joi** of healthy hair